# ORDER

KOB

**Orders**

| | | | |
|---|---|---|---|
| **Order / Rev:** | **164967** | | |
| Alt Order #: | | | |
| Product Desc: | Martin Heinrich 8/23-8/27 additional orde | | |
| Estimate: | 11669 | | |
| Flight Dates: | 08/23/12 - 09/01/12 | Primary AE: | Olivia Lawrence |
| Original Date / Rev: | 08/22/12 / 08/29/12 | Sales Office: | KOB |
| Order Type: | GENERAL | Sales Region: | Local |

**Agency**

| | | | |
|---|---|---|---|
| **Name:** | **Media Strategies & Research** | | |
| Buying Contact: | Suzanne Lorimer | Billing Type: | Cash |
| Billing Contact: | | Billing Calendar: | Broadcast |
| | 1580 Lincoln St Ste 510 | Billing Cycle: | EOM/EOC |
| | Denver, CO 80203-1507 | Agency Commission: | 15% |

**Advertiser**

| | | | |
|---|---|---|---|
| **Name:** | **Heinrich for Senate** | | |
| Demographic: | A35+ | New Business Thru: | 05/05/09 |
| Product Codes: | PL1 | Order Separation: | 00:15:00 |
| Priority: | 99 | Advertiser External ID: | |
| Revenue Codes: | AGY, POL, CAND | Agency External ID: | |

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|---|---|---|---|---|
| 07/30/12 | 08/26/12 | 25 | $4,795.00 | $4,075.75 |
| 08/27/12 | 09/01/12 | 18 | $3,955.00 | $3,361.75 |

**Totals**

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---|---|---|---|---|
| August 2012 | 25 | $4,795.00 | $4,075.75 | 0.00 |
| September 2012 | 18 | $3,955.00 | $3,361.75 | 0.00 |
| Totals | 43 | $8,750.00 | $7,437.50 | 0.00 |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|---|---|---|---|---|
| Olivia Lawrence | | | Start Of Order - End Of Order | 100% |

| **Order Share** | Share | Total |
|---|---|---|
| KOB | 26% | $8,750.00 |
| Market | 100% | $33,653.85 |

| **Competitive Share** | Share | Total |
|---|---|---|
| CABLE | 0% | $0.00 |
| KAPX | 0% | $0.00 |
| KASA | 9% | $3,028.85 |
| KASY | 0% | $0.00 |
| KAZQ | 0% | $0.00 |
| KBEI | 0% | $0.00 |
| KBIM | 0% | $0.00 |
| KCHF | 0% | $0.00 |
| KENW | 0% | $0.00 |
| KHFT | 0% | $0.00 |
| KKTO | 0% | $0.00 |
| KLUZ | 0% | $0.00 |
| KNAT | 0% | $0.00 |
| KNME | 0% | $0.00 |
| KOAT | 29% | $9,759.62 |
| KOBF | 0% | $0.00 |
| KOBR | 0% | $0.00 |
| KOCT | 0% | $0.00 |
| KOFT | 0% | $0.00 |

| | | |
|---|---|---|
| KOVT | 0% | $0.00 |
| KREZ | 0% | $0.00 |
| KRPV | 0% | $0.00 |
| KRQE | 36% | $12,115.38 |
| KUPT | 0% | $0.00 |
| KWBQ | 0% | $0.00 |
| UNKWN | 0% | $0.00 |



| | | | |
|---|---|---|---|
| Order / Rev: | 164967 | Advertiser: | Heinrich for Senate |
| Alt Order #: | | Product Desc: | Martin Heinrich 8/23-8/27 additional orde |
| Flight Dates: | 08/23/12 - 09/01/12 | Estimate: | 11669 |

**KOB**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | All | 08/23/12 | 08/27/12 | News 4 Today I 5a-530a | CM | M-F 5a-530a | ------- | :30 | 0 | $75.00 | 6 | 0.00 | NM | 3 | $225.00 |

News 4 Today I 5a-530a

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $75.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $75.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 2 | All | 08/23/12 | 08/27/12 | News 4 Today I 530a-6a | CM | M-F 530a-6a | ------- | :30 | 0 | $150.00 | 6 | 0.00 | NM | 3 | $450.00 |

News 4 Today I 530a-6a

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $150.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $150.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 3 | All | 08/23/12 | 08/27/12 | News 4 Today II 6a-7a | CM | M-F 6a-7a | ------- | :30 | 0 | $275.00 | 6 | 0.00 | NM | 1 | $275.00 |

News 4 Today II 6a-7a

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $275.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/20/12-08/26/12* | *News 4 Today II 6a-7a* | M-F 6a-7a | ---ThF---- | *:30* | *~~($275.00)~~* | 0.00 | *NM* |

*Credited*
[Time Period not available]

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *2* | *All* | *08/20/12-08/26/12* | *News 4 Today II 6a-7a* | M-F 6a-7a | ---ThF---- | *:30* | *~~($275.00)~~* | 0.00 | *NM* |

*Credited*
[Time Period not available]

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $275.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 4 | All | 08/23/12 | 08/27/12 | M-F Today Show | CM | M-F 7a-9a | ------- | :30 | 0 | $275.00 | 6 | 0.00 | NM | 3 | $825.00 |

M-F Today Show

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $275.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $275.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 5 | All | 08/23/12 | 08/26/12 | News 4 Weekend Sat 7a | CM | Sa 7a-9a | -----S- | :30 | 1 | $100.00 | 6 | 0.00 | NM | 1 | $100.00 |

News 4 Weekend Sat 7a-9a

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | -----S- | 1 | $100.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 6 | All | 08/23/12 | 08/26/12 | Sunday Today | CM | Su 7a-8a | ------S | :30 | 1 | $100.00 | 6 | 0.00 | NM | 1 | $100.00 |

Sunday Today

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ------S | 1 | $100.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 7 | All | 08/23/12 | 08/26/12 | M-F Today Show II 9a | CM | M-F 9a-10a | ---T--- | :30 | 1 | $200.00 | 3 | 0.00 | NM | 1 | $200.00 |

M-F Today Show II 9a

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---T--- | 1 | $200.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 8 | All | 08/23/12 | 08/26/12 | M-F Today Show III 10a | CM | M-F 10a-11a | ----F-- | :30 | 1 | $75.00 | 6 | 0.00 | NM | 0 | $0.00 |

M-F Today Show III 10a

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ----F-- | 1 | $75.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/20/12-08/26/12* | *M-F Today Show III 10a* | M-F 10a-11a | -----F---- | *:30* | *~~($75.00)~~* | 0.00 | *NM* |

*Credited*
[Time period not available]

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 9 | All | 08/23/12 | 08/26/12 | Who Wants to Be A Milli | CM | M-F 1130a-12p | ----F-- | :30 | 1 | $75.00 | 6 | 0.00 | NM | 1 | $75.00 |

Who Wants to Be A Million

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ----F-- | 1 | $75.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N10 | All | 08/23/12 | 08/27/12 | | CM | M-F 12noon-1p | M--TF-- | :30 | 1 | $125.00 | 4 | 0.00 | NM | 2 | $250.00 |

| Order / Rev: | 164967 | Advertiser: | Heinrich for Senate | |
|---|---|---|---|---|
| Alt Order #: | | Product Desc: | Martin Heinrich 8/23-8/27 additional orde | **KOB** |
| Flight Dates: | 08/23/12 - 09/01/12 | Estimate: | 11669 | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | News 4 @ Midday M-F<br>News 4 @ Midday M-F | | | | | | | | | | | |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---T--- | 1 | $125.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $125.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 11 | All | 08/23/12 | 08/26/12 | Days Of Our Lives 1p<br>Days Of Our Lives 1p | CM | M-F 1p-2p | ----F-- | :30 | 1 | $125.00 | 6 | 0.00 | NM | 1 | $125.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ----F-- | 1 | $125.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 12 | All | 08/23/12 | 08/27/12 | The Insider 3p<br>The Insider 3p | CM | M-F 3p-330p | ------- | :30 | 0 | $125.00 | 4 | 0.00 | NM | 3 | $375.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $125.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $125.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 13 | All | 08/23/12 | 08/27/12 | Inside Edition 330p<br>Inside Edition 330p | CM | M-F 330p-4p | ------- | :30 | 0 | $125.00 | 4 | 0.00 | NM | 3 | $375.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $125.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $125.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 14 | All | 08/23/12 | 08/27/12 | Judge Judy-P/ DR 4p/ 430p<br>Judy Judy-P/ DR 4p/ 430p | CM | M-F 4p-5p | ------- | :30 | 0 | $75.00 | 6 | 0.00 | NM | 2 | $150.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $75.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/20/12-08/26/12* | *Judge Judy-P/ DR 4p/ 430p* | M-F 4p-5p | ---ThF---- | *:30* | *~~($75.00)~~* | 0.00 | *NM* |

*Credited*
[Time Period not available]

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $75.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 15 | All | 08/23/12 | 08/26/12 | News 4 @ 5p M-F<br>News 4 @ 5p M-F | CM | M-F 5p-530p | ----F-- | :30 | 1 | $325.00 | 4 | 0.00 | NM | 1 | $325.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ----F-- | 1 | $325.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 16 | All | 08/23/12 | 08/27/12 | News 4 @ 6p M-F<br>News 4 @ 6p M-F | CM | M-F 6p-632p | ------- | :30 | 0 | $400.00 | 4 | 0.00 | NM | 2 | $800.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---T--- | 1 | $400.00 | 0.00 |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $400.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 17 | All | 08/23/12 | 08/26/12 | News 4 @ 630p M-F<br>News 4 @ 630p M-F | CM | M-F 630p-7p | ---TF-- | :30 | 2 | $300.00 | 6 | 0.00 | NM | 0 | $0.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---TF-- | 2 | $300.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/20/12-08/26/12* | *News 4 @ 630p M-F* | M-F 630p-7p | ---ThF---- | *:30* | *~~($300.00)~~* | 0.00 | *NM* |

*Credited*
[Time Period not available]

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *2* | *All* | *08/20/12-08/26/12* | *News 4 @ 630p M-F* | M-F 630p-7p | ---ThF---- | *:30* | *~~($300.00)~~* | 0.00 | *NM* |

*Credited*
[Time Period not available]

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 18 | All | 08/23/12 | 08/26/12 | News 4 @ 6p Sat<br>News 4 @ 6p Sat | CM | Sa 6p-630p | -----S- | :30 | 1 | $150.00 | 6 | 0.00 | NM | 1 | $150.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | -----S- | 1 | $150.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 19 | All | 08/23/12 | 08/26/12 | News 4 @ 5p Sun<br>News 4 @ 5p Sun | CM | Su 5p-530p | ------S | :30 | 1 | $125.00 | 6 | 0.00 | NM | 1 | $125.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ------S | 1 | $125.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 20 | All | 08/27/12 | 08/27/12 | Monday Prime C<br>Monday Prime C | CM | M 9p-10p | M------ | :30 | 1 | $550.00 | 6 | 0.00 | NM | 0 | $0.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $550.00 | 0.00 |

| | | | |
|---|---|---|---|
| Order / Rev: | 164967 | Advertiser: | Heinrich for Senate |
| Alt Order #: | | Product Desc: | Martin Heinrich 8/23-8/27 additional orde |
| Flight Dates: | 08/23/12 - 09/01/12 | Estimate: | 11669 |

**KOB**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 20 | All | 08/27/12 | 08/27/12 | Monday Prime C<br>Monday Prime C | CM | M 9p-10p | M------ | :30 | 1 | $550.00 | 6 | 0.00 | NM | 0 | $0.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $550.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/27/12-09/02/12* | *Monday Prime C* | M 9p-10p | M--------- | *:30* | ~~($550.00)~~ | 0.00 | *NM* |

*Credited*
[Time period not available]

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 21 | All | 08/23/12 | 08/26/12 | Thursday Prime B<br>Thursday Prime B | CM | Th 8p-9p | ---T--- | :30 | 1 | $550.00 | 6 | 0.00 | NM | 0 | $0.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---T--- | 1 | $550.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/20/12-08/26/12* | *Thursday Prime B* | Th 8p-9p | ---Th----- | *:30* | ~~($550.00)~~ | 0.00 | *NM* |

*Credited*

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 22 | All | 08/23/12 | 08/26/12 | Friday Prime A<br>Friday Prime A | CM | F 7p-8p | ----F-- | :30 | 1 | $400.00 | 6 | 0.00 | NM | 1 | $400.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ----F-- | 1 | $400.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 23 | All | 08/23/12 | 08/26/12 | Saturday Prime A<br>Satruday Prime A | CM | Sa 7p-8p | -----S- | :30 | 1 | $250.00 | 6 | 0.00 | NM | 1 | $250.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | -----S- | 1 | $250.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 24 | All | 08/27/12 | 08/27/12 | News 4 @ 10p M-F<br>News 4 @ 10p M-F | CM | M-F 10p-1035p | M------ | :30 | 1 | $400.00 | 6 | 0.00 | NM | 1 | $400.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $400.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 25 | All | 08/27/12 | 08/27/12 | The Tonight Show<br>The Tonight Show | CM | M-Th 1035p-1135p | M------ | :30 | 1 | $150.00 | 4 | 0.00 | NM | 1 | $150.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $150.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 26 | All | 08/23/12 | 08/26/12 | The Tonight Show<br>The Tonight Show | CM | M-Th 1035p-1135p | ---T--- | :30 | 1 | $245.00 | 3 | 0.00 | NM | 1 | $245.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ---T--- | 1 | $245.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 27 | All | 08/27/12 | 08/27/12 | Access Hollywood Late PM<br>Access Hollywood Late PM | CM | M-Th 1135p-1207a | M------ | :30 | 1 | $55.00 | 6 | 0.00 | NM | 1 | $55.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $55.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 28 | All | 08/24/12 | 08/24/12 | Friday Prime B<br>Friday Prime B | CM | F 8p-9p | ----F-- | :30 | 1 | $600.00 | 4 | 0.00 | NM | 1 | $600.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/20/12 | 08/26/12 | ----F-- | 1 | $600.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 29 | All | 08/27/12 | 08/27/12 | Rachael Ray 2p<br>Rachael Ray 2p | CM | M-F 2p-3p | M------ | :30 | 1 | $75.00 | 6 | 0.00 | NM | 1 | $75.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $75.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 30 | All | 08/27/12 | 08/31/12 | News 4 @ 630p M-F<br>News 4 @ 630p M-F | CM | M-F 630p-7p | MTWTF-- | :30 | 2 | $300.00 | 6 | 0.00 | NM | 1 | $300.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | MTWTF-- | 2 | $300.00 | 0.00 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *All* | *08/27/12-09/02/12* | *News 4 @ 630p M-F* | M-F 630p-7p | MTWThF---- | *:30* | ~~($300.00)~~ | 0.00 | *NM* |

*Credited*
[Time period not available]

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 31 | All | 08/27/12 | 08/31/12 | M-F Today Show<br>M-F Today Show | CM | M-F 7a-9a | -T----- | :30 | 1 | $275.00 | 6 | 0.00 | NM | 1 | $275.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 08/27/12 | 09/02/12 | MTWTF-- | 1 | $275.00 | 0.00 |

Order / Rev: 164967
Alt Order #:
Flight Dates: 08/23/12 - 09/01/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 8/23-8/27 additional orde
Estimate: 11669

**KOB**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 31 | All | 08/27/12 | 08/31/12 | M-F Today Show<br>M-F Today Show | CM | M-F 7a-9a | -T----- | :30 | 1 | $275.00 | 6 | 0.00 | NM | 1 | $275.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/27/12 | 09/02/12 | MTWTF-- | 1 | $275.00 | 0.00 | | | | | | | | | |
| N 32 | All | 08/27/12 | 08/31/12 | Who Wants to Be A Million<br>Who Wants to Be A Million | CM | M-F 1130a-12p | M------ | :30 | 1 | $75.00 | 6 | 0.00 | NM | 1 | $75.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/27/12 | 09/02/12 | M------ | 1 | $75.00 | 0.00 | | | | | | | | | |
| N 33 | All | 08/27/12 | 08/31/12 | Thursday Prime C<br>Thursday Prime C | CM | Th 9p-10p | ---T--- | :30 | 1 | $700.00 | 4 | 0.00 | NM | 1 | $700.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/27/12 | 09/02/12 | ---T--- | 1 | $700.00 | 0.00 | | | | | | | | | |
| N 34 | All | 09/01/12 | 09/01/12 | News 4 @ 630p Sat<br>News 4 @ 630p Sat | CM | Sa 630p-7p | -----S- | :30 | 1 | $300.00 | 2 | 0.00 | NM | 1 | $300.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/27/12 | 09/02/12 | -----S- | 1 | $300.00 | 0.00 | | | | | | | | | |
| | | | | | | | | | | | | Totals | | 43 | $8,750.00 |

*Tax 1 Note: ABQ 7%.